



Modular Reusable Flooring Tiles

"This type of flooring has a good reusable aspect. More importantly we're not filling landfills with carpeting after every event. We reuse it over and over again. Some of this flooring is seven or eight shows in and it looks like the day we bought it. Very low maintenance and it creates a lot of excitement." - Mark Marasco, Ford exhibit booth

Location: Barrett-Jackson car auction, Orange County, CA



Vendor: Swisstrax

California tires diverted from landfills: 676 tires diverted

Overview: At car auctions, display flooring is often made of carpet. Typically this flooring is used once or twice then thrown away. By using recycled rubber tiles that snap together, exhibit flooring can be cleaned and reused many times.

Barrett-Jackson holds a series of collector car auctions in California, Arizona and Nevada. In the picture above, recycled rubber floor tiles were used to showcase cars in Orange County, California, in 2012.

Over 40,000 square feet of reusable black tiles were used in this installation. The black tiles were made from recycled tires and recycled plastic. After the show, the tiles were reclaimed by the manufacturer who sold one-quarter of them to garages then cleaned and reused the rest at the next event.